Radio, Television, & Digital Media

The Department of Radio, Television, & Digital Media prepares students for positions in the communications sector. The program combines practical and analytical study in producing television, video, animation, audio and radio, together with electronic journalism, the global media industries, the music business, and research on traditional and emerging media.

All Radio, Television, & Digital Media students are required to maintain an overall 2.0 grade point average in the major. If a Radio, Television, & Digital Media student does not achieve a 2.0 grade point average in the major in any one semester, that student is subject to departmental warning. Students who are on departmental warning and do not earn an overall 2.0 grade point average in Radio, Television, & Digital Media courses in a subsequent semester will be placed in a status of departmental dismissal. A student who has been placed on collegiate dismissal will be transferred to undecided Mass Communication or may seek transfer to another University program if the student has an overall SIU grade point average of 2.0. A dismissed student may appeal to the Departmental Undergraduate Committee for reinstatement into the program.

Enrollment in Radio, Television, & Digital Media courses may be canceled for students who do not attend the initial class session of the semester. Fees will be assessed for supplies and materials in some courses. Students should inquire about fee amounts before registering.

Each student enrolled in the Radio, Television, & Digital Media program must declare a specialization in one of the areas described below before progressing to any Radio, Television, & Digital Media course beyond RTD 200 and 201.

1. Radio, Television, & Digital Media students must receive a grade of B or better in ENGL 101 (LING 101) and ENGL 102 (LING 102). If an RTD student does not receive a grade of B or better in these courses, they will need to take ENGL 290, ENGL 291, or ENGL 300 and receive a grade of C or better.

2. Students must receive a grade of C or better in both RTD 200 and RTD 201 before taking any other RTD courses. RTD 200 and RTD 201 can only be repeated one time.

3. Grades of C or better are required in all Radio, Television, & Digital Media courses in order to count towards the major or minor and to satisfy prerequisite requirements.

Transfer students must complete a minimum of 21 hours in Radio, Television, & Digital Media courses at the University to earn a degree.

Bachelor of Arts Degree in Radio, Television, & Digital Media, College of Mass Communication & Media Arts

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Degree Requirements | Credit Hours
---|---
RTD 200, RTD 201, RTD 308, RTD 393, one RTD Media Studies Course, one JRNL or CP course beyond the core curriculum | 18
Minor in Related Area | 15
General Electives | 17-19
Total | 120

**Digital Media Arts and Animation Specialization**

In Digital Media Arts and Animation, students choose courses centered on digital art creation, creative storytelling, and computer animation. Digital media artists and animators write, design, and create computer animation, games, digital audio, and video for delivery across an array of media platforms. Through digital methods and innovative forms, students in the Digital Media Arts and Animation specialization are able to creatively explore and critically comment on the arts, content, media theories, and technologies that are shaping the future of media.

*Required writing course either:* RTD 383 Writing for Media Arts or JRNL 201 Writing Across Platforms

*Select three of the following courses:*
- RTD 331 Digital Graphics Foundations
- RTD 361 Sound Mix in Popular Culture
- RTD 363 Radio/Audio Production
- RTD 461 Visual Effects in Post
- RTD 487 3D Animation I
- RTD 488 3D Animation II
- RTD 490 3D Animation III
- CP 454 Approaches for the Animation Stand
- CP 470A (History of Animation)

*Plus nine hours of Radio, Television, & Digital Media Electives*

**Electronic Journalism Specialization**

Classes are taught by industry professionals who incorporate history, ethics, legal issues and in depth reporting into the wide ranging curriculum. Students report, shoot, and edit their own stories using the latest equipment and software programs. Most students in Electronic Journalism work as “one man band” reporters. They produce a live half hour newscast on our PBS station, including weather and sports. Students also produce in depth and investigative reports which air on the news show. Stories also run on our online site which students also produce. Many students take advantage of the department’s excellent internship programs.

*Required Courses:*
- RTD 310 (3 hours) – News Writing for Electronic Media
- RTD 311 (3 hours) – Audio Journalism for Electronic Media (preq. RTD 310)
- RTD 370 (3 hours) -Television News Reporting (preq. RTD 310)
- RTD 470 (3 hours) – TV News Field Prod.(preq. RTD 370)
- RTD 477 (3 hours) – Investigative Reporting

*Plus 6 hours of Radio, Television, & Digital Media Electives*
Media Industries Specialization

Students in Media Industries work at the intersection of media creativity, technology and business and learn about the broad structures and specific practices of film, television, radio, music, gaming, Internet and mobile media. Classes prepare students for entry-level and executive-track positions at major studios, network and cable television outlets, in the music business, and at emerging media companies that create video games, Internet apps and mobile content.

Required Courses:
- RTD 3____ (3 hours) (approved 300 level)
- RTD 3____ (3 hours) (approved 300 level)
- RTD 3____ (3 hours) (approved 300 level)
- RTD 4____ (3 hours) (approved 400 level)

Plus 9 hours of Radio, Television, & Digital Media Electives

Radio/Audio Specialization

Students in Radio/Audio develop their creative talents inside learning environments that unify critical listening and recording fundamentals from a wide variety of professional, artistic and historical viewpoints. Courses in the Audio Arts range from the commercial audio industries, sound and moving image and special topics courses in sound art and documentary radio. With the aid of our talented faculty, students learn to create and exhibit their projects on today’s technology by using our professional studios and computer labs.

Required Courses:
- RTD 3____ (3 hours) (approved 300 level)
- RTD 3____ (3 hours) (approved 300 level)
- RTD 3____ (3 hours) (approved 300 level)
- RTD 4____ (3 hours) (approved 400 level)

Plus 9 hours of Radio, Television, & Digital Media Electives

Electronic Sports Media Specialization

Students in the Sports Media Specialization study in one of two tracks: Sports Production and Sports Journalism. In the Sports Production track students learn the fundamentals of live event video production including site surveys, planning, producing and directing a variety of sporting events. The Sports Journalism track teaches the techniques of covering sporting events and issues, interviewing participants, and live game coverage. Students in both tracks work together to produce sports oriented and game telecasts.

Required courses for Sports Production track:
- JRNL 201, Writing Across Platforms
- RTD 365B, Multi-Camera Production
- RTD 321, Sports, Media and Society
- RTD 479, Multi-Camera Field Production

Plus nine hours of Radio, Television, & Digital Media Electives

Required courses for Electronic Sports Media - Broadcast Journalism track:
- JRNL 201, Writing Across Platforms
- RTD 310, News Writing for Electronic Media
- RTD 312, Electronic Sports Journalism
- RTD 321, Sports, Media and Society
- RTD 370, Television News Reporting
- RTD 470, Television News Field Production

Plus three hours of Radio, Television, & Digital Media Electives
Television/Video Production Specialization

Students who study Television/Video Production at SIU learn how to light, shoot and edit professionally, and how to tell compelling stories that make contact with audiences. Courses in field and studio use state-of-the-art equipment to prepare students to take positions in the industry, and students have the opportunity to gain professional experience by working with WSIU Public Broadcasting. Post-production facilities include a full complement of editing and multimedia software, allowing student producers to bring their imaginations to life.

Required Courses:
RTD 341 (3 hours) – Television in the USA
RTD 365A (3 hours) – Single Camera Field Production
RTD 365B (3 hours) – Multi-Camera Production
RTD 4___ (3 hours) – (approved 400 level)

Plus nine hours of Radio, Television, & Digital Media Electives

Three-Year Curriculum Plan

The Department of Radio, Television, and Digital Media offers a three-year graduation plan option for students entering the program as freshmen. Students who attempt to pursue this plan will successfully complete 40 credit hours per academic year. For more information, please contact the Radio, Television, and Digital Media academic advisor.

Television Studies Minor

A total of 15 credits is required for the minor. The student must complete RTD 200: Understanding Media. The student must also complete at least nine credit hours in 300 or 400-level Radio, Television, & Digital Media courses in the areas of media studies and media industries, as well as one 300 or 400-level production course to obtain a minor. All courses for a minor in Television Studies must be completed with a grade of C or higher.

Radio, Television, & Digital Media Courses

RTD200 - Understanding Media 200-3 Understanding Media. [IAI Course: MC 914] Basic overview of electronic media, history, current issues and future trends, programming content, technological and regulatory matters, media ethics, social effects and business practices. Critical viewing or listening and analysis of aesthetic techniques, formats, genres and content.

RTD201 - Intro to Media Production 201-3 Introduction to Media Production. [IAI Course: MC 916] Introduction to the functions, theories, materials, and techniques of writing and production of audio, video, and TV. Students write, perform, and produce audio and video projects both in and out of the studio. Restricted to RTD majors. Lab fee: $60.

RTD305 - RTD Audience Research 305-3 Audience Research and Ratings Analysis. Media professionals rely heavily on research to make well-informed decisions. Students learn how audience research studies are designed, conducted, analyzed, and utilized within the media industries. Students also develop an understanding and an appreciation of the business and economic aspects of the media industries, therefore this course is suitable for students of all RTD specializations. Prerequisite: C or better in RTD 200. Lab fee: $45.

RTD308 - Media, Law, Policy, Regulation 308-3 Media, Law, Policy and Regulation. Explores the regulation of media industries, including how legal, political, cultural and economic conflicts affect media policy. Covers the 1st Amendment, libel, the FCC, intellectual property, invasion of privacy, regulation of advertising, and sex and violence in the media. Includes law and policy for global and emerging media. Prerequisite: C or better in RTD 200.
RTD310 - Electronic News Writing 310-3 News Writing for Electronic Media. [IAI Course: MC 917]
Designed to cover selecting, writing and editing news material for presentation on radio, television and online. Lab hours required. Prerequisite: C or better in RTD 200 and RTD 201 or consent of the department. Lab fee: $45.

RTD311 - Audio Journalism Elecnrc Media 311-3 Audio Journalism for Electronic Media. The techniques of gathering, producing and presenting news for radio and other aural media. Skills in research, interviewing, news judgment, ethics, and audio recording are explored. New distribution channels are examined. Lab hours required. Prerequisite: C or better in RTD 310 or consent of instructor. Lab fee: $45.

RTD312 - Electronic Sports Journalism 312-3 Electronic Sports Journalism. Explores the foundations of electronic sports reporting, including legal and ethical considerations. Emphasis on responsible reporting practices while on deadline and enterprise reporting. Prerequisite: RTD 310.

RTD321 - Sports, Media & Society 321-3 Sports, Media and Society. Examines the roles sports play in contemporary society, as well as the ways in which media are used to present, and analyze, these roles. Issues of socialization, race, class, gender, sexuality, business and power as they relate to sport competition and to presentation in the media. Prerequisite: C or better in RTD 200 or equivalent.

RTD325 - Media Industries 325-3 Media Industries. Examines various media industries, including company structures, business practices, and current production and distribution methods. Attention to cross-industry synergies, emerging media, and the global market for media products. Prerequisite: C or better in RTD 200.

RTD326 - Entertainment Corporation 326-3,3 The Entertainment Corporation. This class focuses on the entertainment corporation in terms of its internal structure, external relationships, industrial operations, and media output. A different corporation may be selected as a case study for any particular semester.

RTD331 - Digital Graphics 331-3 Digital Graphics Foundations. Course covers skills essential to digital image creation and workflow management for all stages of video production by integrating aesthetics, design and visual literacy. Students build an understanding of graphic computing processes by creating still images with and for different applications, and move on to creating animations, titles and simple post-production effects. Projects advance creativity, critical thinking and design skills. Lab fee: $55.

RTD340 - Television Studies 340-3 Television Studies. Discussion of research and debates concerning television institutions, genres, formats, texts and audiences. Analysis and evaluation of technique, content, and aesthetic effects of television. Prerequisite: C or better in RTD 200 or consent of instructor.

RTD341 - Television in the USA 341-3 Television in the USA. The purpose of the course is to develop an appreciation of the history of US television. This course will examine the political, cultural, ideological, social, technological, and economic factors that influenced the content and context of television.

RTD351 - Media Programming 351-3 Media Programming. The study of the social and economic purposes and methods of obtaining, developing, launching, scheduling, and evaluating programming content for public and commercial electronic media. Prerequisite: C or better in RTD 200 and RTD 305. Lab fee: $45.

RTD357 - Media Promotion 357-3 Media Promotion. The study of the principles and practices of marketing products and services of the electronic media to both consumers and advertisers. Includes analysis and evaluation of the planning, creative, and placement components of promotional activities. Prerequisite: C or better in RTD 200 and RTD 305.

RTD360 - Electronic Media Performance 360-3 Electronic Media Performance. [IAI Course: MC 918]
The development of disciplines controlling vocal and visual mechanics and interpretative performances for announcers, newscasters, interviewers and narrators of various radio and television situations. Laboratory hours required. Prerequisite: C or better in RTD 310 or RTD 383 or concurrent enrollment or consent of instructor. Lab fee: $45.

RTD361 - Sound Mix in Popular Culture 361-3 Sound Mix in Popular Culture. A theoretical and design approach to sound in a digital environment within the context of popular culture. Projects include mash-

**RTD362I - Sound Art and Practice**

362I-3 Sound Art and Practice. (University Core Curriculum) This course will provide students with a philosophical understanding of the concepts and practices used in sound art and practice today and historically; and, in a variety of careers and in society in general. This course will introduce students to audio technology and terminology as well as expose them to the many applications of sound, as art and function, in society, regardless of their desire to pursue sound as a career. Lab fee: $55.

**RTD363 - Radio & Audio Production**

363-3 Radio and Audio Production. Planning and production for radio. Study of different formats (documentary, drama, commercials, promotional announcements); Short form production in labs. Introduction to multitrack recording and editing. Examination of audio-production techniques in related fields. Prerequisite: C or better in RTD 200 and RTD 201. Lab fee: $55.

**RTD365A - Single Camera Field Prod**

365A-3 Single Camera Field Production. Designed to advance understanding of television production principles, student producers create work grounded in traditional and professional practices while learning the basic tools of television production. Focus is upon single-camera field production. Prerequisites: C or better in RTD 200 and RTD 201. Lab fee: $55.

**RTD365B - Multi-Camera Production**

365B-3 Multi-Camera Production. Designed to advance understanding of television production principles, student producers create work grounded in traditional and professional practices while learning the basic tools of television production. Focus is upon multi-camera studio production. Prerequisites: C or better in RTD 200 and RTD 201. Lab fee: $55.

**RTD369 - TV Directing**

369-3 Directing for Television. The applied study of directing theory and visual storytelling to the various genres associated with television. Lab exercises cover both multi-camera and single camera formats. Lab hours required. Prerequisite: C or better in RTD 365A and RTD 365B. Lab fee: $55.

**RTD370 - TV News Reporting**

370-3 Television News Reporting. Reporting, writing, editing and producing television news. Students simulate the disciplines of daily television news gathering. Prerequisite: C or better in RTD 310 or consent of instructor. Lab fee: $55.

**RTD373 - Music Business Overview**

373-3 Music Business Overview. A survey of the music business, examining the challenges facing the industry such as piracy, new media, and corporate consolidation. Explore how these issues affect what is produced and broadcast, the impact on the consumer, and emerging legal issues. Careers in the industry will be examined, with discussion of where the industry is headed, and what new business models are being forged. One class trip to Nashville will be included during the course. Lab fee: $55.

**RTD374 - Entertainmt Industry Nashville**

374-3 The Entertainment Industry: Nashville. Examines the multi-dimensional entertainment industry in Nashville, including record labels, television, commercials, video, film, artist management, publishing, PROs, and radio. Five trips to Nashville with presentations from top industry professionals. Visits to recording studios and television networks. Explores career paths and necessary qualifications for success. Prerequisite: C or better in RTD 200 and RTD 201. Restricted to RTD Majors. Lab fee: $175.

**RTD375 - Intro to Audio Engineering**

375-3 Introduction to Audio Engineering. (Same as MUS 375) Introduces basic principles of sound and how audio can be captured and manipulated utilizing current recording technology. The course incorporates concepts of signal flow, microphone selection and placement, signal processing and mixing. The objective is for the student to render a multi-track recording, from concept to completion, employing all the above concepts to demonstrate a solid knowledge of recording fundamentals. Restricted to Radio/TV and Digital Media majors. Lab Fee: $55.

**RTD376 - Adv Audio Engineering**

376-3 Advanced Audio Engineering. (Same as MUS 376) This course further develops the skills introduced in RTD 375. Advanced methods will be practiced, including use of signal processing, routing, mixing and mastering. The objective is to have command of a larger format in-line console, and record/mix a multi-track session in Pro Tools, utilizing various microphone techniques,
plug-ins, aux sends/returns, patchbay and automation. Prerequisite: C or better in RTD 375 or permission of instructor. Lab fee: $55.

**RTD377 - Media Sales** 377-3 Media Sales. Students are introduced to the principles and practices of professional media salespeople by incorporating a marketing-oriented, client-focused, solutions-based selling approach. Students develop their personal presentation skills through the use of role-playing exercises and case studies. The ability to persuade others is an important element of everyday life, therefore this course is suitable for students of all RTD specializations. Prerequisite: C or better in RTD 200 and RTD 305. Lab fee: $45.

**RTD379 - Sports Venue Production** 379-3 Sports Venue Production. The course is designed to give practical, hands-on experience in multiple television technical and production positions during actual sporting events. Students will advance this working knowledge while producing in-game entertainment for video scoreboards and live multi-camera ESPN 3 telecasts of on-campus sporting events. Classroom instruction will also include the various elements that make up a professional telecast. Prerequisite: RTD 201. Restricted to sophomore standing and above, or consent of instructor.

**RTD382 - 2D Digit Character Animation I** 382-3 2D Digital Character Animation I. The course instills an understanding and fluency in practical principles and techniques of 2D digital animation, with emphasis on character design and animation. Students learn 2D animation techniques and create two-dimensional animations for broadcast, web and interactive environments. In addition, students are exposed to other topics including story-telling and storyboarding, animatics, vector vs bitmap image processing, using major file formats. Special approval needed from the instructor.

**RTD383 - Writing for Media Arts** 383-3 Writing for Media Arts. Introduction to creative writing for media, including radio, television, Internet, and other emerging media applications. Includes analysis of format, narrative structure and story in produced scripts and aired programs. Prerequisite: C or better in RTD 200 and RTD 201 or consent of instructor. Lab fee: $45.

**RTD384 - Campus Media Practicum** 384-3 (1,1,1) Campus Media Practicum. Practical experience in media operations on the campus. Instructor makes determination on student duties, based on needs of the Broadcast Service or the department and the desires of the student. A minimum of four hours per week. Students obtain an application form from academic adviser. Mandatory Pass/Fail. Special approval needed from the instructor.

**RTD385 - Newsroom Leadership Practicum** 385-1 to 3 Newsroom Leadership Practicum. Practical experience in newsroom leadership on the campus. Instructor makes determination on student duties, based on needs of the WSIU-TV, WSIU-FM, or the department and the desires of the student. Students work under direct supervision of newsroom professional staff. Mandatory Pass/Fail. Prerequisite: C or better in RTD 310. Special approval needed from the instructor.

**RTD389 - Electronic Media Workshop** 389-2 to 9 Electronic Media Workshop. Specialized work in various areas electronic media. Topics will vary. Special approval needed from the instructor. Lab fee: $55.

**RTD391 - RTD Independent Study** 391-2 Independent Study. Area of study to be determined by student in consultation with Radio, Television and Digital Media faculty. No more than two students may work on the same project. Special approval needed from the instructor.

**RTD392 - Media Studies Workshop** 392-3 Electronic Media Studies Workshop. Specialized work in various areas of Media Studies. Topics will vary but could include Reality Television, Gender and the Media. Prerequisite: RTD 200 with a grade of C or better.

**RTD393 - Electronic Media in Society** 393-3 Electronic Media in Society. The interrelation of television with social patterns and economic and political systems. Major theories of broadcasting. Effects of these media on society. Required for the major. Prerequisite: C or better in RTD 200 and RTD 201. Restricted to senior standing or consent of instructor.

**RTD395 - Internships** 395-1 to 6 Internship Program. News, production, performance and/or marketing/management work experience with a non-university professional organization. The student will undertake a work experience beyond that available at the university. No retroactive credit for previous work.
experience. May be repeated up to six credits. Student may earn no more than 9 internship hours from RTD 395 and 396. Prerequisite: GPA of 2.50 or better. Restricted to junior standing. Pass/Fail.

**RTD396 - Hollywood Internships** 396-1-6 Hollywood Studies/Internship. Supervised work and study experience in Los Angeles, California, in areas of production, program development, casting, distribution, etc. Students work closely with Hollywood professionals and attend seminars on various facets of the industry. Summer session only. Students may earn no more than 9 internship hours from RTD 395 and 396. Prerequisite: GPA of 2.50 or better. Restricted to junior standing. Pass/Fail.

**RTD403 - TV Lighting** 403-3 Lighting for Television. Covers typical lighting situations encountered in the field of television. Practical exercises are used extensively. Prerequisite: C or better in RTD 365A or concurrent enrollment. Restricted to RTD majors. Lab fee: $55.

**RTD405 - Media Economics** 405-3 Media Economics. Focus on economic and financial forces affecting the media industries. Study of the economic practices and impacts of corporate mergers and synergies, global integration of media firms, multi-stream revenue generation, barriers to entry and regulatory constraints. Prerequisite: C or better in RTD 200. Special approval needed from the instructor.

**RTD450 - TV Documentary Production** 450-3 Television Documentary Production and Technique. An overview of the development of various types, styles, and schools of major documentary production including analysis of American and International documentaries. Students will also research, write, and produce several short-form documentaries. Prerequisite: C or better in RTD 365A or consent of instructor. Restricted to RTD majors and senior standing. Lab fee: $55.

**RTD455 - Oral History and Media** 455-3 Oral History, Storytelling, and Media. (Same as HIST 498) This course will develop an appreciation of the field of oral history, methodological concerns and applications. Students will learn about the oral history process, including interview preparation and research, interview technique, the nature and character of evidence, transcribing, and legal and ethical concerns. Restricted to junior or senior standing.

**RTD457 - Media Marketing** 457-3 Media Marketing. The core issues of marketing media products in a variety of contexts, such as launching a television program or series, opening a film, introducing an Internet website or application. Attention to branding and media planning, including developing an online marketing strategy. Prerequisite: C or better in RTD 200. Special approval needed from the instructor. Lab fee: $45.

**RTD461 - VFX Post** 461-3 Visual Effects in Post. This course teaches the understanding and creation of contemporary visual effects work. We will cover both the science and art of visual effects covering motion graphic design principles (including typography), traditional techniques (storyboarding, mattes, masks, adjustment layers), chromakey compositing, 2D graphic animation, and CGI motion matching for 2D and 3D shots. Production workflows and client management will also be covered. The skills learned will be useful in pursuing a career in many media industries, including television, cinema, and games. Prerequisite: RTD 201 with a grade of C or better. Restricted to junior and senior level. Special approval needed from the instructor. Lab fee: $50.

**RTD463 - Sound Art Practice II** 463-3 Sound Art and Practice II. This course allows students to explore sound as an art form. During the semester, students create original sound works and learn hands on approaches to technology, which include building low cost microphones. Experimental sound synthesis and original approaches to creative sound will be explored as well as methods of collaboration and exhibition. Special approval needed from the instructor. Lab fee: $55.

**RTD464 - Audio Documentary & Diversity** 464-3 Audio Documentary and Diversity. (Same as WGSS 464) This course is the creation of short and long form audio documentaries by students, regardless of production background. Introduces students to basic production techniques and diversity considerations during the making of a documentary. This course uses qualitative methods to investigate an issue or to document an event, with an emphasis on observation and interview techniques. Topics will explore the role of gender, race, ethnicity and class during the planning, gathering and production stages of the documentary. Open to non-majors. Lab fee: $55.

**RTD465 - Advanced TV Production** 465-3 Advanced Television Production. Instruction and practical experience in the development of programming for television. Students will produce individual and/
or small group projects for broadcast and follow the projects through from concept to completion. Prerequisite: C or better in RTD 365A or consent of instructor. Restricted to RTD majors and senior standing. Lab fee: $55.

**RTD466 - Motion Graphics** 466-3 Motion Graphics. Using current motion graphics software, students build skills in visualization and messaging while creating animated graphics packages, titles, sequences and short animated videos. Recommended: RTD 331 or equivalent graphics experience. Lab fee: $50.

**RTD467 - Global Media** 467-3 Global Media. Global media history, main theories, and current developments. The significance of global trends for local and regional media and cultures. Prerequisite: C or better in RTD 200. Restricted to junior or senior standing or consent of instructor.

**RTD469 - Video for Non-Majors** 469-3 Video for Non-Majors. Basic shooting and editing to students interested in using video for purposes other than professional television production, such as education, business, or Web page development. The course surveys video formats and applications. Students produce projects using editing and special effects. Credit not given to RTD majors. Special approval needed from the instructor. Lab fee: $55.

**RTD470 - TV News Field Production** 470-3 Television News Field Production. Advanced field reporting for television. Students will work under the supervision of the instructor to develop, investigate and report news stories for television. This process will also study the development and production of the mini-documentary. Class will utilize professional grade video recorders, cameras and editing systems. Prerequisite: C or better in RTD 370 or consent. Lab fee: $55.

**RTD473 - Media Management** 473-3 Media Management. Preparation for the challenges of managing media companies in diverse sectors of a rapidly changing industry. Principles and practices applicable to a variety of management contexts; addresses traditional and open business models and strategic management; management of organizations, creativity, programming, financial data, marketing and sales. Not for graduate credit. Prerequisite: C or better in RTD 200. Special approval needed from the instructor. Lab fee: $55.

**RTD475 - MIDI Production** 475-3 MIDI Production Studio. Comprehensive study of sequencing techniques, editing, sampling and hardware and software based instruments will be applied with hands-on exercises and projects. Skills developed in this course will enable students to creatively utilize the most current MIDI technology for use in writing, arranging, recording and manipulating music and audio for albums, jingles and film/television. Prerequisite: C or better in RTD 375 or consent of instructor. Lab fee: $55.

**RTD476 - Creative Audio Producing** 476-3 Creative Audio Producing. This course puts the student in the role of recording producer, including responsibility for all decision-making during project development and production. Includes selection of material, budgeting, contracts, scheduling, performances, and all aspects of recording. Emphasis is placed on communication with clients, artists and engineers. Related elements include publishing, copyright and contracts. Prerequisite: MUS 375 or RTD 375, or consent of instructor. Lab fee: $55.

**RTD477 - Investigative Reporting** 477-3 Investigative Reporting for TV, Radio, and Online. Each student will choose one topic and produce a story with multimedia elements. Students will do in-depth research, conduct interviews, and investigate issues and topics of their choice with approval of the instructor. The latest investigative techniques will be explored as well as legal and ethical issues. Stories can air on public television, radio, or online. Prerequisite: C or better in RTD 201. Lab fee: $55.

**RTD478 - Game Narratives** 478-3 Game Narratives. Teaches students the core ideas and practices of game narratives. It covers: a) The conceptual fundamentals of theories of game narrative design; b) The technical and organizational process of creating a narrative game. This includes designing and implementing a narrative game using an appropriate software tool. While game narrative is at the center of this course, the skills and knowledge acquired in this class are applicable to broad range of design-centric fields and contexts. Restricted to junior and senior level. Special approval needed from the instructor.

**RTD479 - Multi-Camera Field Prod** 479-3 Multi-Camera Field Production. Concentration on the techniques, conventions and implementation of live-event, multi-camera production in the field, including
concerts, awards shows, and sports. Prerequisite: C or better in RTD 365A and RTD 365B or consent of instructor. Lab Fee: $55.

**RTD480 - Emerging Media** 480-3 Emerging Media. Examination of developments in emerging media, including Internet applications, mobile media, and gaming, among others. Exploration of the impact of emerging media on traditional media cultures and economies. Restricted to senior standing or consent of instructor.

**RTD483 - TV Pilot Writing** 483-3 Script to Screen I: Writing the Pilot. In sequence with RTD 484, Script to Screen II, this course concentrates on scriptwriting for serial fictional television-situation comedies and drama. Students analyze structure, form, style and content of TV shows and scripts. They will write the "bible" for an original series as well as the pilot episode for that series. Some scripts will be produced in RTD 484. Prerequisites: C or better in RTD 365A or consent of instructor. Lab fee: $45.

**RTD484 - TV Program Production** 484-3 Script to Screen II. In sequence with RTD 483, Script to Screen I. In this course, students produce a pilot for a sitcom or dramatic television program, from scripts written by students in RTD 483. Topics include casting, budgeting, scheduling, script analysis, location management, production design, staging, lighting, directing and acting for the camera. Restricted to senior standing. Prerequisite: C or better in RTD 365A and RTD 365B, or consent of the instructor. Lab fee: $55.

**RTD485 - Digital Post Production** 485-3 Digital Post Production. Students will examine all aspects of the postproduction process. The course combines editing theory and practice with critiquing professional programs and practical editing exercises. Prerequisite: C or better in RTD 365 or consent of instructor. Lab fee: $55.

**RTD487 - 3D Animation I: Modeling** 487-3 3D Animation I: Modeling. In this course, students will gain a solid foundation in creating 3D computer graphics using industry standard computer software and hardware. Through analysis and practice, students will develop an understanding of the principles of 3D modeling, lighting, texturing and rendering. Conceptual design and professional practices will also be addressed. Skills learned in this course will prepare students for the 3D Animation II class. Lab fee: $55.

**RTD488 - 3D Animation II: Anim/Visl EFX** 488-3 3D Animation II: Animation & Visual EFX. This intermediate course builds upon the skills learned in the 3D Animation I course, and will focus on narrative development, motion design and visual effects generation using industry standard practices. Topics include key frame animation, inverse kinematics, and visual effects using dynamics. A term project utilizes the creative and technical skills explored in class. Prerequisite: C or better in RTD 487 (3D Animation I). Lab fee: $55.

**RTD489 - Electronic Media Workshop** 489-2 to 9 Electronic Media Workshop. Advanced work in various areas of electronic media, such as Gender and Media, Children and Media, Blaxploitation, Television in the US. Special approval needed from the instructor. Lab fee: $55.

**RTD490 - 3D Animation III: Studio** 490-3 3D Animation III: Production Studio. This advanced course builds upon the skills mastered in the 3D Animation I and II courses. Students walk through the 3D animation production cycle to produce a high-quality 3D animation suitable for portfolio exhibition. Class critiques and project analyses are used to direct students through the production process. This course advances students' knowledge of industry-standard practices. Prerequisites: C or better in RTD 487, or RTD 488, or MCMA 497. Lab fee: $55.

**RTD491 - Independent Study** 491-3 Independent Study. Area of study to be determined by student in consultation with graduate faculty. No more than two students may work on same project. Students must complete an application form which is available from the departmental adviser. Not for graduate credit. Restricted to senior standing. Special approval needed from the instructor. Lab fee: $45.

**RTD492 - Adv Media Studies Workshop** 492-3 Advanced Electronic Media Studies Workshop. Advanced topics in Media Studies such as Children and Media, Gender and Media, Race and Media. Restricted to Junior and Senior standing or consent of instructor.

**RTD496 - Sound and Moving Image** 496-3 Sound and Moving Image. This course examines in detail the relationship of sound and moving images. It traces intertwined histories, revealing important
collaborations and technological developments that set precedents for both film and video. While the primary focus of this course is the artistic creation of soundtracks, we will also explore musical scoring and orchestration as utilized by film and television composers. Students will learn about and create sound designs, Foley sound and mix to picture sessions. Special approval needed from the instructor. Lab Fee: $55.

Radio, Television, & Digital Media Faculty

Brooten, Lisa, Associate Professor, Ph.D., Ohio University, 2003.
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Herreman, Todd, Senior Lecturer, MLS, Southern Illinois University Carbondale, 2009.
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